

FRIGIDAIRE
GALLERY

MAY 2014

FRIGIDAIRE® SALES TRAINING

Built-In Smudge-Proof™ Packages:
At-A-Glance

Featuring: FGHF2366PF with 4480 Trim Kit, FGID2474QF,
FGET3065PF, FGEC3067MS and FHWC3060LS



Smudge-Proof™
Stainless Steel

Resists fingerprints
and is easy to clean.



FRIGIDAIRE GALLERY

This Frigidaire Gallery® Smudge-Proof™ Package resists fingerprints and is easy to clean. Customers can have the look of stainless steel without the traditional maintenance typically experienced with standard stainless steel.



Smudge-Proof™ Stainless Steel

Resists fingerprints
and is easy to clean.

WASHABLE FILTERS

Dishwasher safe for easy cleaning. The aluminum filter provides strength and durability not found in other filters.

CENTRIFUGAL FAN

Move air quietly and efficiently — up to 400 cu. ft. of air per minute.



30" VENTILATION HOOD
FHWG3060LS

HALOGEN LIGHTING

For bright illumination of the cooktop surface.

6"-
1,200W

6/9"-
1,600W/
3,000W



30" ELECTRIC COOKTOP
FGEC3067MS

ALSO AVAILABLE:
30" GAS COOKTOP
FGGC3045KS



STAINLESS STEEL COATED METAL KNOBS

Offer precise control with a sophisticated look to the cooktop.

SPACEWISE® EXPANDABLE ELEMENTS

Flexible elements expand to your cooking needs.



TRUE CONVECTION

A 2500W single fan and third heating element circulates heat evenly for quicker multi-rack baking in both ovens.



Smudge-Proof™ Stainless Steel

STEAM CLEANING

Both ovens can be cleaned at the same time with a light oven cleaning that's chemical-free, odor-free, and only takes 20 minutes!

30" DOUBLE WALL OVEN
FGET3065PF

ALSO AVAILABLE:
30" SINGLE WALL OVEN
FGEW3065PF



QUICK PREHEAT

Preheat in less than 6 minutes.¹

TAKE THE GUESSWORK OUT OF COOKING

The Effortless™ Temperature Probe with Auto Keep Warm allows you to set the desired finished temperature and alerts you when that temperature has been reached.

¹Based on single rack cooking performance, not set temperature, using Quick Preheat.

FRIGIDAIRE GALLERY® PACKAGE INNOVATIONS



MOVABLE CRISPER DRAWERS – STACKED

When stacked on the right — drawers can fully extend with left refrigerator door closed — a great selling feature to upgrade a Side-By-Side customer to a French Door.



MOVABLE CRISPER DRAWERS – STAGGERED

Stagger drawers to allow for more shelf space. Or stack drawers to the left side to open up shelf options on the right.

DUAL ICE READY

Upgrade your ice capacity with our easy installation kit, that adds a second ice maker in the freezer.



OVER
100
WAYS TO
ORGANIZE!

Smudge-Proof™
Stainless Steel

23 CU. FT. COUNTER-DEPTH
FRENCH DOOR REFRIGERATOR

FGHF2366PF

NEW

BUILT-IN DESIGN

Create a built-in look with our optional trim kit (4480). Counter-Depth design maximizes your kitchen space by saving over 4" of floor space.



SLIDE-UNDER SHELF

Shelf slides under itself to allow room for taller items. You can easily accommodate taller items without having to move shelf position.



FLIP-UP SHELF

Simply flip up shelf to easily make room for tall containers.

ALSO AVAILABLE:
28 CU.FT. STANDARD DEPTH
FGHB2866P (Dispenser)
FGHN2866P (Non Dispenser)

23 CU.FT. COUNTER DEPTH
FGHG2366P (Non Dispenser)



FLOOR BEAM LIGHT

Indicates when cycle is complete and dishes are clean since the dishwasher is so quiet at 51 dBA.



EXCLUSIVE ORBIT CLEAN® WASH SYSTEM

Provides 4 times better water coverage¹ for an excellent clean, along with AquaSurge™ technology that adjusts washing pressure based on washing needs.



Smudge-Proof™
Stainless Steel

NEW 24" DISHWASHER
FGID2474QF



DELICATE-CARE™ SOFT GRIPS

No more need to handwash your fragile dishes. Secure fragile dishes in the dishwasher with the soft, spiked rubber grips.



¹Than a traditional lower spray arm.

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HOW TO EFFECTIVELY SELL PACKAGES

IDENTIFY THE BUILT-IN CUSTOMER

Built-in customers consist of: remodelers, replacers and new construction. How do they differ? Replacers tend to be purchasing one or two appliances at a time, and fit is critical, as they are less likely to be replacing countertops and cabinets to fit new appliances. Remodelers are more likely to purchase three-plus appliances, and tend to be more likely to purchase in the built-in category. New construction customers do not need to fit an existing kitchen footprint, so their options are more open so they can truly customize the design to fit their needs.

SELL BEYOND THE 5-PIECE PACKAGE

Cross-sell your customer a whole-house package by adding a Front Load or HE Top Load Laundry Pair to their new Frigidaire Gallery® Kitchen Suite. Don't forget to include a disposer with their dishwasher purchase — as the plumbing and installation is similar, so explain that it is easier to purchase all together. And be sure to sell consumable goods, ecosential by Smart Choice™ is a line of effective, eco-friendly cleaners designed by appliance experts; available Smoothtop cooktop cleaner and cleaning pads are a great complement to this featured 5-piece package.

REDUCE THE FEAR OF BUILT-IN APPLIANCES

Don't let selling built-in appliances intimidate you. You don't need to floor all built-in models to sell all models. For example, you can floor a single wall oven and sell a double wall oven, as it has the same features, just two oven cavities. You can floor a 30" cooktop and sell a 36" cooktop, as it has similar features, just adds an extra burner or element.

FRIGIDAIRE® FIT TOOL

The recently launched Frigidaire® Fit Tool is a great resource for the replacer or remodeler customer. If they need to fit a new wall oven into an existing cabinet, simply type in the model number of their existing appliance and the tool will list the available Frigidaire® models that fit their current cutout dimensions without requiring cabinets to be cut.

TIE THE SALES TO CURRENT OFFERS

An effective way to help close the sale is to tell the customer about current promotions or other in-store offers and benefits. Is there a package promotion going on, where they can save by purchasing a 5-piece package? Are there installation offers for package purchases?

SMUDGE-PROOF™ COMMERCIAL...



WATCH IT NOW!

Scan this code with your smartphone
to see it in action.

Visit <http://upcode.mobi> to download
a QR code reader application.

FRIGIDAIRE® PROMOTION

BUILT-IN PACKAGE UPGRADES

Upgrade to a beautiful built-in
kitchen suite with special package
pricing for Memorial Day.*

*See in-store sales associate for details. At participating retailers.

ON-AIR MAY 12:

New Frigidaire Gallery® TIME-SAVING INNOVATIONS TV CAMPAIGN

USA 10200 David Taylor Drive
Charlotte, NC 28262
1-800-FRIGIDAIRE frigidaire.com

CANADA 5855 Terry Fox Way
Mississauga, ON L5V 3E4
1-800-265-8352 frigidaire.ca

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